

COMMUNIQUE



FEATURING IN THIS NEWSLETTER



CRC & Placements

Covering all the CRC Placement activities



Monthly Activities

Highlights of all the Departmental Activities



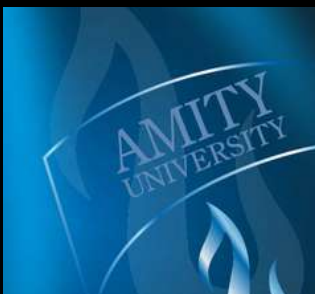
GLRC 2025

Decade of Leadership & Research



Creative Minds

Creative Pursuits of MBA Students



17TH EDITION

Explore the highlights from the first half of 2025 at Amity Business School. This issue is packed with student successes, faculty insights, and key events that marked a successful semester.

OUR PATRONS & LEADERSHIP



Dr. Ashok K. Chauhan

Founder President
Ritnand Balved Education Foundation
Chairman AKC Group of Companies

Dr. Atul Chauhan

Chancellor
Amity University President
Ritnand Balved Education Foundation
CEO AKC Group of Companies



Dr. Balvinder Shukla

Vice Chancellor
Amity University Uttar
Pradesh



Dr. Sanjeev Bansal

Addl. Pro Vice Chancellor
Dean-FMS & Director ABS



MESSAGE *from*

THE DIRECTOR

In the pursuit of knowledge and personal growth, challenges are not obstacles but stepping stones.

They test our perseverance, expand our horizons, and compel us to rise beyond the boundaries of comfort. It is in these very moments of trial that we uncover our true potential and cultivate the resilience essential for enduring success.

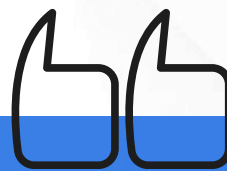
At Amity Business School, we uphold the belief that excellence is not measured merely by accolades or accomplishments, but by the integrity, dedication, and determination with which one embraces every endeavour.

True success is found in the joy of purposeful work and in the lasting fulfilment that comes from making a meaningful contribution to society.



Prof. (Dr.) Sanjeev Bansal

ADDL. PRO VICE CHANCELLOR
DEAN, FMS
DIRECTOR, ABS



THE TRUE REWARD OF
ACHIEVEMENT IS THE
SENSE OF PROGRESS IT
LEAVES WITHIN US!

MESSAGE *from*

THE EDITOR

Dear Esteemed Readers,

It gives us immense pride to present this edition of the Amity Business School E-Newsletter — a chronicle of our collective achievements, endeavours, and aspirations. Within these pages lies a reflection of the vibrant ecosystem we nurture, where innovation seamlessly blends with tradition, and learning transcends the boundaries of the classroom.

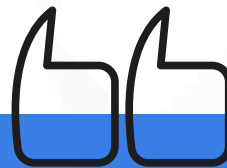
This compilation encapsulates the spirit of the semester — from thought-provoking conferences and enriching workshops to dynamic student-driven initiatives and noteworthy academic and research milestones.

Together, these experiences highlight our unwavering commitment to holistic development and to equipping our students with the skills, vision, and resilience to thrive in an ever-evolving global landscape.



DR. PRIYANKA NAHUSH AGARWAL

**ASSISTANT PROFESSOR
AMITY BUSINESS SCHOOL**



We hope this edition not only informs but also inspires you. May it stand as a testament to what can be accomplished when talent, determination, and opportunity converge in harmony.

CORPORATE CONNECT



PLACEMENT ACTIVITIES

The Corporate Resource Centre (CRC), works with the objective of bringing the industry and academia close to each other to facilitate holistic student development.

It encourages students to actively participate in various events wherein they can indulge themselves with formulating strategies, provides them with industry interactions and facilitates their summer internship and final placements.

Mock Interviews – MBA 2025

Date	Name	Designation	Name of the Company	Online/Offline	Program
21.01.25	Ms. Vasundhara Shrivastava	CHRO–SOS, Former Corporate VP	Max Life	Online	MBA(HR)
23.01.25	Mr. Gagan Singh	Director Corporate Training	GWEPP	Offline Mock Interview	MBA(CISM), (G), (M&S) & (DM)
21.02.25	Mr. Uday Goyal	Director	PWC	Online	MBA(M&S)& MBA(G)
22.02.25	Mr. Ishan Bhargava	HRBP	Paytm Payments Bank	Online	MBA(BA), MBA(G), MBA(CISM), MBA(DM)& MBA(M&S)
05.03.25	Mr. Neeraj Nayyar	National Head – Specifications	Siderise India Pvt Ltd	Offline	MBA(G)
22.03.25	Mr. Nayan Ahluwalia	Sr. Product Marketing Manager India & Subcontinent Countries	KARL STORZ Endoscopy India Pvt Ltd	Online	MBA(BA) & Finance
26.03.25	Ms. Soumi Basu	GM–HR	InterGlobe Enterprises Ltd	Online	MBA(BA) & Finance

PLACEMENT STATISTICS (JANUARY – JUNE 2025)

S.NO	NAME OF THE COMPANIES
1	TATA MOTORS LTD
2	EVEREADY INDUSTRIES LTD
3	NUCLEUS SOFTWARE EXPORTS LTD
4	REDINGTON INDIA LTD
5	RXLOGIX



**Live Project Placements:
MBA Class of 2026 (January)**

Sl. No.	Name of the Company	No. of Students Placed
1	EY	2



Alumni Placement Preparation Sessions

- Alumni corporates invited during **GLRC 2025** (March).
- Alumni corporates felicitated with Amity Excellence Awards. Letters & invitations issued (Apr–Jun) seeking alumni support in placements.



PLACEMENT TASKS DONE

- **Bonafide letters & NOCs** issued for summer internships.
- Weekly & monthly placement reports submitted to University.
- **Final placement data** (Management Domain) compiled in June 2025.
- CRC connected with companies & industry guides for **guest lectures, mock GD/PI, viva panels.**



PLACEMENT ACTIVITIES

120+ Offers Made to MBA Students (51 in March, 23 in April, 20 in May, 8 in June)

- **Virtual Pre-Placement Session:** Hosted by RxLogix in January.
- **Student Support:** Campus Connect meetings organized for unplaced students.
- **Reporting:** Weekly placement status shared with the University by CRC.

CAMPUS PLACEMENT RECRUITERS

 <p>Tata Consultancy Services</p>	 <p>EverReady Industries Ltd</p>	 <p>Redington</p>	 <p>Zomato</p>
 <p>Capgemini</p>	 <p>Blockon</p>	 <p>Cvent</p>	 <p>Indus Valley Partners</p>
 <p>Centrum</p>	 <p>KPMG</p>	 <p>Niva Bupa Health Insurance</p>	 <p>Axis Bank</p>
 <p>Crowe LLP</p>	 <p>Conquer Planetario</p>	 <p>Channel Play</p>	 <p>Airtel</p>
 <p>Godrej & Boyce</p>	 <p>ZS Associates</p>	 <p>Successive Digital</p>	 <p>Investor Clinic</p>

CAMPUS PLACEMENT RECRUITERS

 <p>Blue Dart</p>	 <p>Haier</p>	 <p>Planetspark</p>	 <p>CRC Group Wholesale & Specialty</p> <p>CRC Group</p>
 <p>EazyDiner</p>	 <p>Swiggy</p>	 <p>Equitas Small Finance Bank</p>	 <p>TVS Motors</p>
 <p>Nokia</p>	 <p>Medi Assist</p>	 <p>Cyber Media</p>	 <p>Clear Water</p>
 <p>Aditya Birla Group</p>	 <p>Inmorphis Services Limited</p>	 <p>Deloitte</p>	 <p>BlackRock</p>
 <p>Ernst & Young</p>	 <p>Infoedge</p>	 <p>Indian Infrastructure Publishing</p>	 <p>Fermat Prime Enterprises</p>

MONTHLY ACTIVITIES

Here is a month-by-month chronicle of our department's activities. Each report details our progress in key areas, from successful placement drives and academic milestones to impactful industry workshops, faculty achievements, and vibrant student-led events. This section also tracks the continuous advancements in our MBA admissions and Ph.D. program.





Placements & Workshops

- **Campus Recruitment:** Several companies visited for MBA Class of 2025; **18 students** received offers.
- **Live Projects:** **2 students** from MBA Class of 2026 secured live project placements.
- **Inter-Institute Placements:** Students participated in collaborative placement drives.
- **Summer Internship:** Ongoing placements for MBA Class of 2026.
- **Mock Interviews:** Conducted for MBA Class of 2025, with CRC inviting industry panelists.
- **Pre-Placement Session:** A Virtual Pre-Placement session by **RxLogix** was held on 21st Jan for MBA Class of 2025.
- **Workshop (MBA HR):** CRC organized an Immersive Experiential Workshop on Inclusive Hiring Practices on 31st Jan, with speakers **Ms. Dolly Nemii Mittal and Ms. Gauri Upadhya**.



Faculty & Student Engagements

- **Ms. Noor Mankotia** (MBA Entrepreneurship) represented ABS at the **BRICS Youth Entrepreneurship Working Group Meeting** (15th Jan, Miranda House, Delhi).
- A delegation from **Norwegian University of Science & Technology (NTNU, Norway)** visited ABS (27th Jan) for collaboration on entrepreneurship, student exchange, and research.



ADMISSIONS

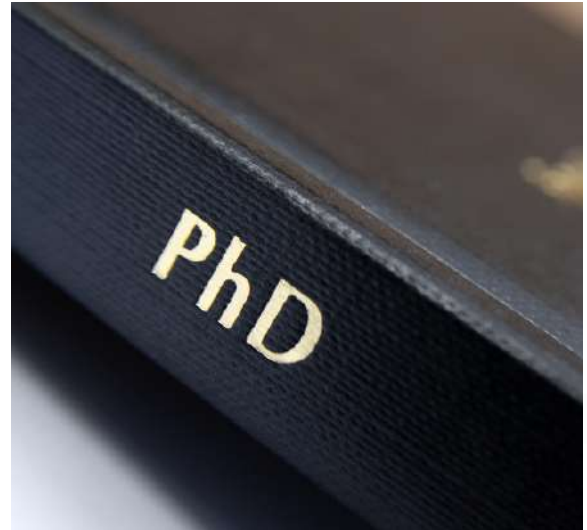
Admissions & Academics

- **Admissions:** MBA admission selection process conducted on 7th, 8th, 30th & 31st Jan.
- **Examinations:** Smooth conduct of Odd Semester Exams (3rd–21st Jan).
- **Webinar:** On 31st Jan, ABS faculty joined a Shiksha.com webinar on **“MBA at Amity – Skills for Future Jobs”**.



Rankings

- Careers360 – India’s Best B-Schools 2025: **ABS rated AAAA+.**
- **Times B-School Ranking 2025:** ABS ranked **16th** in India, **6th** in North India, and **6th** among Private Universities.



Ph.D. Program

- Course work results (July 2024 batch) declared; Comprehensive Exam, Viva & DRC held on 29th Jan.
- Guide/Co-Guide re-allocations approved.
- Pre-Ph.D. seminars, thesis submissions, and selection process (9th Jan) completed.

Thesis Submissions

Sl. No	Name	Batch	Title of Research	Date
01	Ms. Kritika Dasgupta	Jan 2020	Importance Of Industry Academia Collaborations in Growth of Institution Of Higher Education...	13/01/2025
02	Mr Rajesh Saxena	July 2019	The digitization of healthcare: Exploring factors impacting prevalence of type 2 diabetes...	13/01/2025
03	Ms Isha Sood	July 2020	Impact of Leadership Styles on Employee Experience with Moderating Role of Design Thinking	13/01/2025



Academic & Admissions

- **Meetings:** CRs' meeting (20th Feb), Domain IQAC meeting (13th Feb), and ABS IQAC meeting (27th Feb) held.
- **Admissions:** MBA Admission Selection Process conducted on 24th & 25th Feb.
- **Webinar:** On 26th Feb, ABS faculty participated in a Shiksha.com webinar on **"Know Everything About MBA Program at Amity University"**.

Placements & Internships

- **Campus Recruitment: 18 students** from MBA Class of 2025 received offers.
- **Inter-Institute Placements:** Students placed with companies like Amazon and Stanza Living.
- **Summer Internship:** Ongoing placement of MBA Class of 2026 students.
- **Mock Interviews:** Online mock interviews conducted for MBA Class of 2025 with corporate panelists.



Workshops & Guest Lectures

- **Corporate Workshop (6th Feb):** By **Mr. Leandro D'sylva**, Global Training Director & Founder, Miller Wyman.
- **Guest Lecture (25th Feb):** **"Trends in Credit and Lending Ecosystem in India"** by **Mr. Ravneet Saluja**, Lead – Commercial Sales, TransUnion CIBIL Ltd.



PHD

Ph.D. Department

- **Selection process** conducted on 4th, 10th & 12th Feb.
- **Registration & Orientation** of Jan 2025 Ph.D. batch (12 scholars) on 14–15 Feb.
- Course work classes commenced on 22nd Feb



Club Activities & Leadership Series

- **Fin-Tank (Finance Club, 6th Feb):** IPO analysis competition.
- **Reverse Marketing Challenge (Marketing Club, 6th Feb):** With guest **Mr. Amanjeet Singh Dhillon**.
- **The People Parley (People Management Club, 6th Feb):** Debate Competition.
- **Leadership Series (10th Feb):** Session on **“Design Thinking, Critical Thinking & Innovative Design”** by **Dr. Anu Sayal (Taylor’s University, Malaysia)**.

Pre-Ph.D. Seminar Presentations

Sl. No	Name	Batch	Title of Research	Date
01	Ms Deepika Jindal	July 2020	Promoting Employee Wellbeing: A Study on HR Strategies, Practices and Employee Performance	24/02/2025
02	Ms Elyazia... Alqubaisi	June 2020	Exploratory Study of Women Empowerment in the United Arab Emirates	24/02/2025

Placements & Alumni Engagement

- **Campus Recruitment: 51 students** from MBA Class of 2025 & 2024 received placement offers. **Summer Internship:** Ongoing internships for MBA Class of 2026.
- **Mock Interviews:** Conducted for MBA Class of 2025 with industry professionals.
- **Alumni Engagement (GLRC 2025):** Senior alumni corporates were invited and felicitated with Amity Excellence Awards, including **Mr. Harmandeep Singh Walia (MD, Nissan Renault), Ms. Roli Agarwal (India Head, Strategic Partnerships), and Ms. Shirin Sehgal (Partner & CPO, PwC).**
- **Sponsorships:** CRC arranged **₹75,000** from **TATA Motors Ltd** for GLRC 2025.
- **Workshops:** Resume-Building Masterclass for MBA (Finance) students by **Ms. Renu Misra** (28th March).



Academics, Conferences & Admissions

- **Academic Meetings:** CRs' meeting (20th March) and IQAC meeting (27th March) held.
- **Admissions:** MBA Admission Selection Process held on 7, 11, 12, 18, 21, 25 & 28th March.
- **Clubs: Titan's Table:** A Strategic Showdown (National-level case competition) organized on 11th March. **Defence Collaboration:** Visit of **Major General SBK Singh** (Director General Resettlement) on 4th March to discuss a proposed Certificate Course in Business Management for Defence Officers.
- **GLRC 2025:** Global Leadership Research Conference conducted (19th–21st March).

Ph.D. Department

- Coursework classes conducted for Jan 2025 batch. Guides allotted to **12 Ph.D. scholars** of Jan 2025 batch.
- **DRC Meeting** for course selection held on 28th March.
- **Oral Defence Committees (ODCs)** conducted for scholars.



Placements & CRC Activities

- **Campus Recruitment: 23 students** from MBA Class of 2025 received offers.
- **Preparatory Sessions:** Conducted for companies including **ANZ Bank, Cloudkeeper, Blue Dart Express, and Spinny. Alumni Support:** Letters shared with alumni to seek placement support.
- **Summer Placements: Bonafide letters issued;** CRC addressed unplaced students (7th Apr).
- **CRC Activities:** Weekly placement reports submitted; feedback collected from faculty mentors.



Academic & Examinations

- **Examinations:** Smooth conduct of End Semester Exams (from 7th Apr).
- **Dissertations:** NTCC Dissertation Viva Voce conducted on 29th–30th Apr for MBA Class of 2025.
- **Meetings:** CRs meeting (17th Apr) and IQAC meeting (23rd Apr) held.



Awards & Conferences

- **Conference:** ABS leaders participated in the **2nd EdTalk World Conference**
(11th Apr, New Delhi)
- **Ranking:** ABS ranked **#1 in India for Excellence** in Academic Achievement at the EducationWorld India Higher Education Rankings 2025–26
(25th Apr, New Delhi)



Admissions & Student Life

- **Admissions:** MBA Admission Selection Process conducted on 8 dates in April.
Career Planning Session: Held on 8th Apr with ABS leadership, faculty, aspirants, and parents.
- **Clubs:** The Marketing Club organized **“Dulls to Dollars: Turning the Ordinary into Gold”** (10th Apr).
- **Farewell Ceremony:** A grand farewell for MBA Class of 2025. Titles awarded included **Mr. Farewell (Hiten Chadha) and Ms. Farewell (Aamya Bhanot)**.

Ph.D. Department

- Course work and area-specific classes continued for Jan 2025 batch.
- Guide re-allocation and co-guide allocations approved.

Pre-Ph.D. Seminar Presentations

Sl. No	Name	Batch	Title of Research	Date
01	Ms Deepika Jindal	July 2020	Promoting Employee Wellbeing: A Study on HR Strategies, Practices and Employee Performance	24/02/2025



Placements & Internships

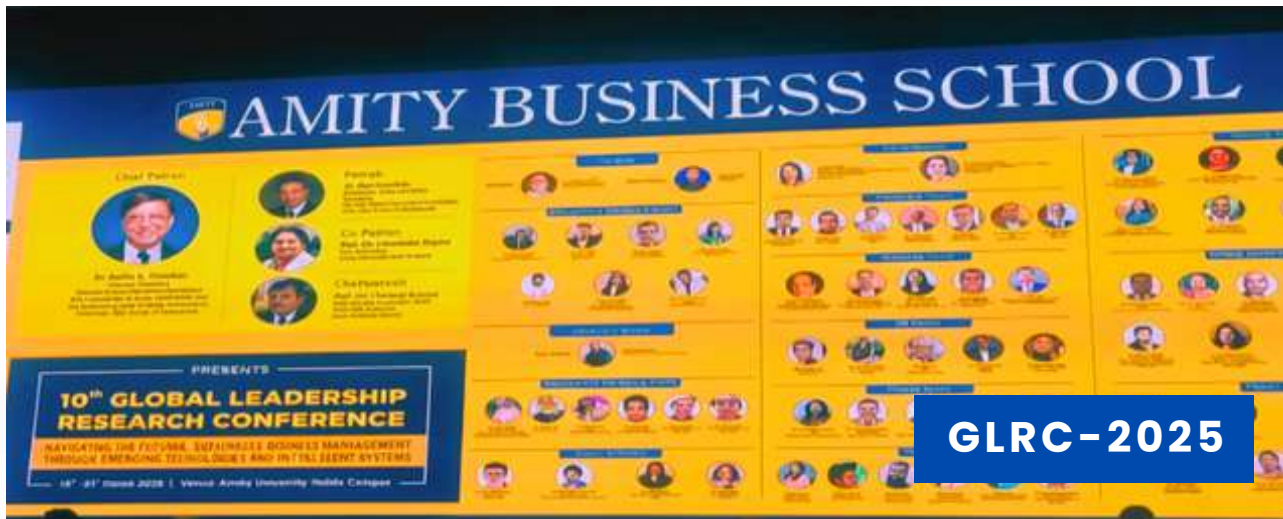
- **Recruitment: 20 students** from MBA Class of 2025 received offers from companies including ***Equitas Small Finance Bank, AionOS, Honda Cars, and Swiggy.***
- **Inter-Institute Placements:** MBA Class of 2025 and 2026 students placed through collaborative drives.
- **Summer Internships: 34 students** of MBA Class of 2026 secured internships in May.
- **Preparatory Session:** Conducted on 29th May for KPMG India aspirants.

Workshops & Training

- **AI Workshop:** CRC members attended a workshop on ***“AI in Business Analytics”*** (21st May).
- **Staff Workshops:** Conducted for non-teaching staff on Cultivating Critical Skillsets (22–23 May) and Building Mindful Productivity (29–30 May).
- **Career Planning Session:** Organized on 22nd May with senior faculty and leadership.

Academic & Admissions

- **Examinations:** Smooth conduct of End Semester Examinations for UG & PG programs. **IQAC Meetings:** Domain IQAC (8th May) and ABS IQAC (29th May) meetings held.
- **Admissions:** MBA admission selection process conducted on 9 dates in May.
- **Admission Webinar:** Conducted on 15th May by ***Dr. Puja Sareen*** on ***“Future of Work: Critical Skillsets for Management”***.



A Decade of Disruption: GLRC 2025 Charts the Future of Business

Amity Business School (ABS) organized the 10th Global Leadership Research Conference (GLRC) from March 19–21, 2025, at the Amity University, Noida campus. The conference centered on the theme,

"Navigating the Future: Sustainable Business Management through Emerging Technologies and Intelligent Systems."

The event brought together a global assembly of academicians, corporate leaders, entrepreneurs, and research scholars to exchange insights and ideas.

Pre-Conference Activities & Cultural Exchange

The event commenced on March 19th with several key activities:

- **Pre-Conference Workshop:** A workshop on **'Next-Generation Business Intelligence with CuttingEdge Tools for Research Analytics'** featured Dr. Sarabjeet Kaur Kochhar and Dr. Anamika Gupta from the University of Delhi. Dr. Kochhar highlighted the importance of data collection, while Dr. Gupta demonstrated practical applications of Python Notebook and Text Mining.
- **Book Release:** The conference hosted the launch of **"Uzbekistan's Cultural Canvas: Stories, Poems and Articles by Young Women"** by Ms. Shokhida Yusupova, celebrating the literary voices of Uzbek women. The event was graced by the surprise presence of **His Excellency Sardor Mirzayusupovich Rustambaev, Ambassador of Uzbekistan** to India.

- Student Competitions: Creative skills were showcased in the "**Colors on Canvas**" and "**Sketch the Vibrant Strokes**" competitions, centered on the theme of "**Viksit Bharat.**"



The Inaugural Session: Setting the Vision

The formal Inaugural Session began with a ceremonial lamp lighting.

Dr. Puja Sareen welcomed the delegates, noting the conference's key highlights, **including 500 research paper submissions.**

Keynote Addresses:

- Prof. (Dr.) Balvinder Shukla, Vice Chancellor, AUUP, spoke on India's journey toward "**Viksit Bharat.**"
- She emphasized that in the age of AI, the business mantra is "**Survival of the Fittest,**" and stressed that innovation, deep customer insights, and speed are critical for today's students.



Inaugural Panel: Viksit Bharat @ 2047

- Moderated by Dr. Sanjeev Bansal, the panel explored the road ahead for India.
- Mr. Pradeep Nagar (Actor) motivated students to pursue their dreams with persistence.
- Mr. Dhruv Singh (CEO, Chelvies Coffee) highlighted the immense entrepreneurial potential within developing nations.
- Mr. Agendra Kumar (MD, Esri India) spoke on the need for balanced regional development and social change.
- Ms. Niyaatii Swami (GM, Mercer) emphasized the importance of soft skills, stating the future lies in "humans working hand in hand with AI."
- The session concluded with the Amity Sports Leadership Award being conferred upon Mr. Gaurav Dhyan Chand, President of the Dhyan Chand Foundation.



Industry Insights & Academic Discourse

Specialized Forums on Business Transformation

- Days two and three of the conference were dedicated to specialized forums where industry leaders discussed the impact of technology on key business functions.

Leadership Forum

- **Theme: "Sustainable and Technology facilitated Leadership for Emergent Organisations."**
- Insights: The panel, featuring experts like Dr. Vinod Bhatia (Divisional Railway Manager) and Mr. Suresh Goyal (NHAI), discussed the need for human capital development, gender equality in leadership, and balancing AI with human critical thinking. Mr. Prashant Khandelwal (Hepo India) urged a shift from sustainability as "jargon" to tangible action.



Industry Insights & Academic Discourse

Marketing Forum

- **Theme: “Future of Marketing with Emerging Technologies.”**
- Insights: Dr. Ramesh Kr. Bagla introduced the theme, noting marketing's evolution from the 4 Ps (Product, Price, Place, Promotion) to the 4 Cs (Customer, Cost, Convenience, Communication). Panelists including Mr. Abhishek Pathak (Schneider Electric) and Mr. Nilabh Banerji (Biryani Blues) discussed AI-driven marketing agility, personalization, and maintaining a "customer-first" mindset.



Human Resource Forum

- **Theme: “From Insight to Impact: Catalysing Sustainable HR Transformation.”**
- Insights: Moderated by Dr. Aquil Busrai, the panel traced HR's evolution from a welfare role to a strategic partner. Panelists like Mr. Neeraj Narang (Oracle) and Ms. Parul Priyadarshan (InfoEdge) emphasized the need to retain the "Human" in Human Resources while adopting technology, upskilling the workforce, and balancing systems with empathy.



Industry Insights & Academic Discourse

Finance Forum

- **Theme: “Augmenting Financial Growth: Harnessing Evolving Technologies for Sustainable Business Practices.”**
- **Insights:** The panel, featuring CFOs Ms. Suparna Bhattacharyya (Schneider Electric) and Mr. Mayank Holani (Indian Synthetic Rubber), explored academia-corporate partnerships, the financial challenges of green energy, integrating sustainability into financial operations, and the emerging role of the "Sustainable CFO."



Technical Sessions & Research Presentations

Across the three-day conference, numerous parallel technical sessions were conducted. These sessions provided a platform for academics, research scholars, and industry professionals to present over 500 research papers.

The presentations were divided into four main tracks, fostering deep academic discourse:

- Finance: **Next-Gen Finance: Leveraging Intelligent Systems**
- Marketing: **Marketing 5.0: Intelligent Systems AI, IOT**
- Human Resource: **Intelligent systems in HR: Transforming the future of workforce**
- General Management: **Intelligent systems in General Management: Strategies for the future**

Valedictory Session Honoring Excellence and Inspiring Voices

The 10th GLRC concluded on March 21st with an inspiring Valedictory Session. Dr. Sanjeev Bansal presented the conference outcomes, emphasizing that technology, including AI,

"holds true value only when guided by human leadership."



Keynote Addresses

- Dr. Suvrokamal Dutta (Political Economic Expert) outlined five essential pillars for India's progress: Knowledge, Women Empowerment, Youth Empowerment, Farmer Empowerment, and the revival of ancient wisdom.
- Mr. Sumit Harjani (MD, Harvard Business Publishing) delivered a powerful message on AI and Leadership, stating: **"AI will not replace humans, but humans with AI will replace those without AI."** He stressed that leaders must prioritize emotional intelligence, resilience, and curiosity.



Felicitations and Awards

The session celebrated individuals for their outstanding contributions to society, industry, and academia.

Special Leadership Awards:

- Sustainable Impact Leadership Award: Presented to Mr. Raju M. Thakkar (The Walkman of India) for his work in promoting natural farming.
- Icon of Resilience Award: Presented to Mr. Shrenik Shah (5x TEDx Speaker), a vocal cord cancer survivor who shared his inspiring journey of resilience.

Amity Excellence Awards (Alumni)

Distinguished alumni were honored for their corporate achievements:

- Mr. Harmandeep Singh Walia (MD, Nissan Renault Financial Services)
- Ms. Roli Agarwal (India Head, Strategic Partnerships, Google)
- Ms. Shirin Sehgal (Chief People Officer, PWC India)



Best Paper Awards

Top research papers were awarded from each technical track:

- General Management: Ms. Pooja Singh (GL Bajaj) & Ms. Latha Joseph (Symbiosis).
- Finance: Ms. Preity (GBU) & Mr. Hiten Chadda (ABS).
- Marketing: Dr. Punya Thakur (Delhi School of Economics) & Ms. Shreya Arora (Symbiosis).
- Human Resource: Dr. Tavishi Tiwari (Fore School) & Ms. Henry (ABS).

The conference concluded with a formal Vote of Thanks from Dr. Puja Sareen, marking the successful culmination of three days of intensive knowledge exchange.



CLUB & COMMITTEES ACTIVITIES

Apart from academic excellence Amity School of Business promotes the culture of students' involvement and participation in organizing academic and co-curricular activities.



People Management Club



About the club

The People Management Club, under the guidance of Dr. Jaideep Kaur (Faculty Coordinator) and led by Ms. Shreya Shukla (President), organized engaging activities in 2025 that focused on developing critical thinking, communication, and professional readiness among students.



The People Parley

Organized on 6th February 2025, this debate competition provided a platform for students to enhance their logical reasoning, rebuttal techniques, and persuasive communication. The structured format encouraged fact-based discussions and confident public speaking while fostering teamwork and analytical skills.



Hireverse

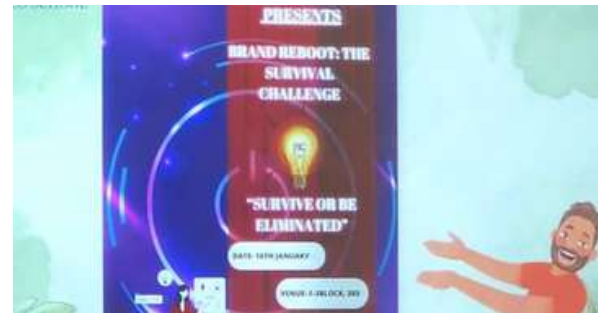
Conducted on 9th January 2025, this resume-making competition helped students build professional and impactful resumes. The event included live resume-building, presentations, and constructive feedback, equipping participants with essential skills to excel in the competitive job market.



Marketing Club

About the club

- The Marketing Club at Amity Business School is a vibrant, student-driven platform guided by Asst. Prof. Dr. Priyanka Nahush Aggarwal (Faculty Coordinator) and led by Club President Vanshita Sethi.
- The club turns classrooms into real-world labs through high-energy events, workshops, and live case challenges, giving students hands-on practice in brand strategy, digital marketing, market research, and persuasive pitching.
- With strong industry exposure, peer learning, and leadership opportunities, the club blends creativity with analytics so members think like marketers, act like leaders, and communicate like professionals—graduating with confidence, portfolio-worthy work, and a growing professional network.



Brand Reboot “The Survival Challenge”

On 16 Jan 2025, think speed, pressure, and big ideas. 6 teams took “struggling” products and gave them a fresh life, pitching 3 crisp slides in 5–7 minutes to a sharp jury. It was all about creativity that can actually work—not just cool, but market-ready.

Winners:

- 1st: Utkarsh Rawat, Mridu Aggarwal, Kashish Kochar (MBA-HR)
- 2nd: Mihir Deep (MBA-BA)
- 3rd: Varun Sharma (MBA-General)

What Students Gained:

- Sharpening USP and positioning.
- Telling a compelling story.
- Doing quick, smart research.
- Presenting with confidence.





Titan’s Table – “A Strategic Showdown”

Held on 11 Mar 2025, this was a national-level face-off where strategy met the spotlight. Hosted with the Finance and People Management Clubs, teams moved from Business Diagnosis → Strategic War Room → Press Conference, defending tough calls in front of the jury—just like a real boardroom. 16 teams competed.

Winners:

- 1st: Ayushi Goyal & Sambhavi Chandra (YES Bank)
- 2nd: Anmol Katyal, Abhishek Chopra & Ritesh Singh (Future Retail–Amazon–Reliance)
- 3rd: Sneha Soni & Payal Rana (Adani Group)
- 4th: Sana Arora, Manika Mathur & Vijaya K. Choudhary (Kingfisher Airlines)

What Students Gained:

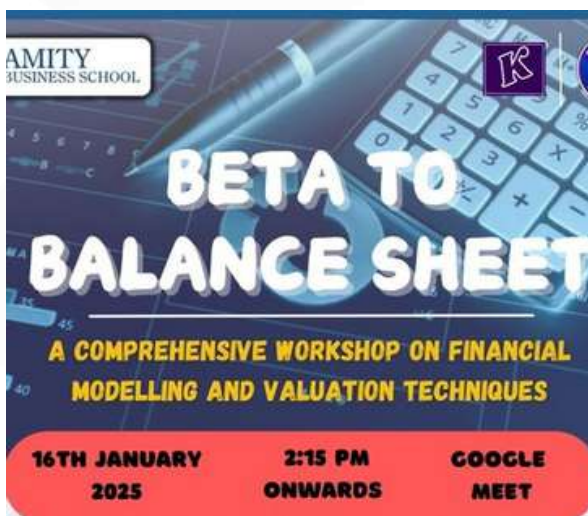
- Clearer thinking under pressure.
- Stronger analysis and persuasion.
- Teamwork that actually delivers.





About the Club

- Finance Club connects students passionate about financial management, bridging the gap between academia and the corporate world.
- It fosters preparedness for the financial services industry through competitions, workshops, simulators, and professional opportunities.
- The club offers a dynamic environment for self-motivated students to develop their potential, build networks, and gain exposure to real-world scenarios.



Beta to Balance Sheet

- On 16th January 2025, the Finance Club, in collaboration with KOED Learning, organized a workshop on Financial Modelling and Valuation Analysis. The session equipped students with advanced skills, starting with an introduction to Financial Modelling Reports and the steps to develop robust models.
- Case Study: The speaker used a D-Mart case study to explain the application of advanced methodologies, including the Discounted Cash Flow (DCF), Merger & Acquisition (M&A), Leveraged Buyout (LBO), and 3-Statement models.
- Practical Application: Participants tackled a case-based problem on financial reporting, forecasted financial data, and discussed solutions in depth.
- Outcome: Attendees gained insights into practical problem-solving and career prospects in the financial modelling sphere.



Fintank

- Held on 6th February 2025, this event provided a platform for students to step into the shoes of investors, refine their financial acumen, and develop persuasive pitching skills.
- The Challenge: Each team was assigned an IPO and tasked with preparing a detailed presentation covering the company profile, financial highlights, risk factors, and investment potential.
- The Process: Teams presented their research and financial viability analysis, followed by an insightful Q&A session with a jury member (a finance expert) to defend their investment recommendations.



Capital Quest 2.0

- On 27th February 2025, the Finance Club hosted **Capital Quest 2.0**, a dynamic investment simulation that challenged participants to think strategically, analyze market trends, and make informed financial decisions in a real-world scenario.
- Guidance: Each participant was assigned a Portfolio Manager who served as an advisor, providing crucial market updates. Simulation: The game involved multiple sessions with unique market scenarios (equity, commodities, mutual funds). Participants analyzed real-time news (via "Mudra Times") and executed investment strategies within a five-minute decision window.
- Focus: The event tested adaptability, portfolio optimization, and ethical investing.





Finance Track 10th GLRC

- On 20–21st March 2025, the Finance Club organized the Finance Track at the **10th Global Leadership Research Conference**, centered on the theme **“Navigating the Future: Sustainable Business Management through Emerging Technologies and Intelligent Systems.”**
- Key Discussions: The track served as a platform for thought leaders to share insights on sustainable finance models, fintech applications, AI-driven decision-making, and risk analytics.
- Impact: The sessions showcased original research and sparked meaningful dialogue on building a future-ready, responsible financial ecosystem.



Titan’s Table

Held on **11th March 2025**, this event brought together interdisciplinary teams (Finance, HR, and Marketing) to tackle real-world business challenges in a high-pressure, three-round competition.

Round 1: Business Diagnosis: Teams submitted an executive summary of their strategic approach.

Round 2: Strategic War Room: Shortlisted teams pitched detailed solutions in a boardroom setting.

Round 3: Press Conference: Finalists defended their strategies before judges acting as investors, journalists, and employees.

Outcome: The event fostered business acumen, crisis management abilities, and cross-functional teamwork.



CREATIVE MINDS

This special section shines a spotlight on the MBA students' diverse talents, highlighting their vibrant passions and creative pursuits that flourish outside of the classroom. These students transform personal interests into compelling expressions of art, entrepreneurship, and skill.



Ayushi Kashyap

Ayushi Kashyap's creativity finds its purest form through the art of doodling. For her, it's more than just lines and patterns—it's a language of emotions, imagination, and mindfulness. Doodling is Ayushi's personal therapy—her way of expressing untold emotions, embracing calmness, and channeling her inner world into intricate designs. Through her art, she transforms thoughts into visuals, proving that creativity often speaks the words the heart cannot.



Devishi Narang

Devishi's deep passion for the warmth and tranquility of candlelight. What began as a personal love for soothing scents and soft glows was transformed into a heartfelt venture.

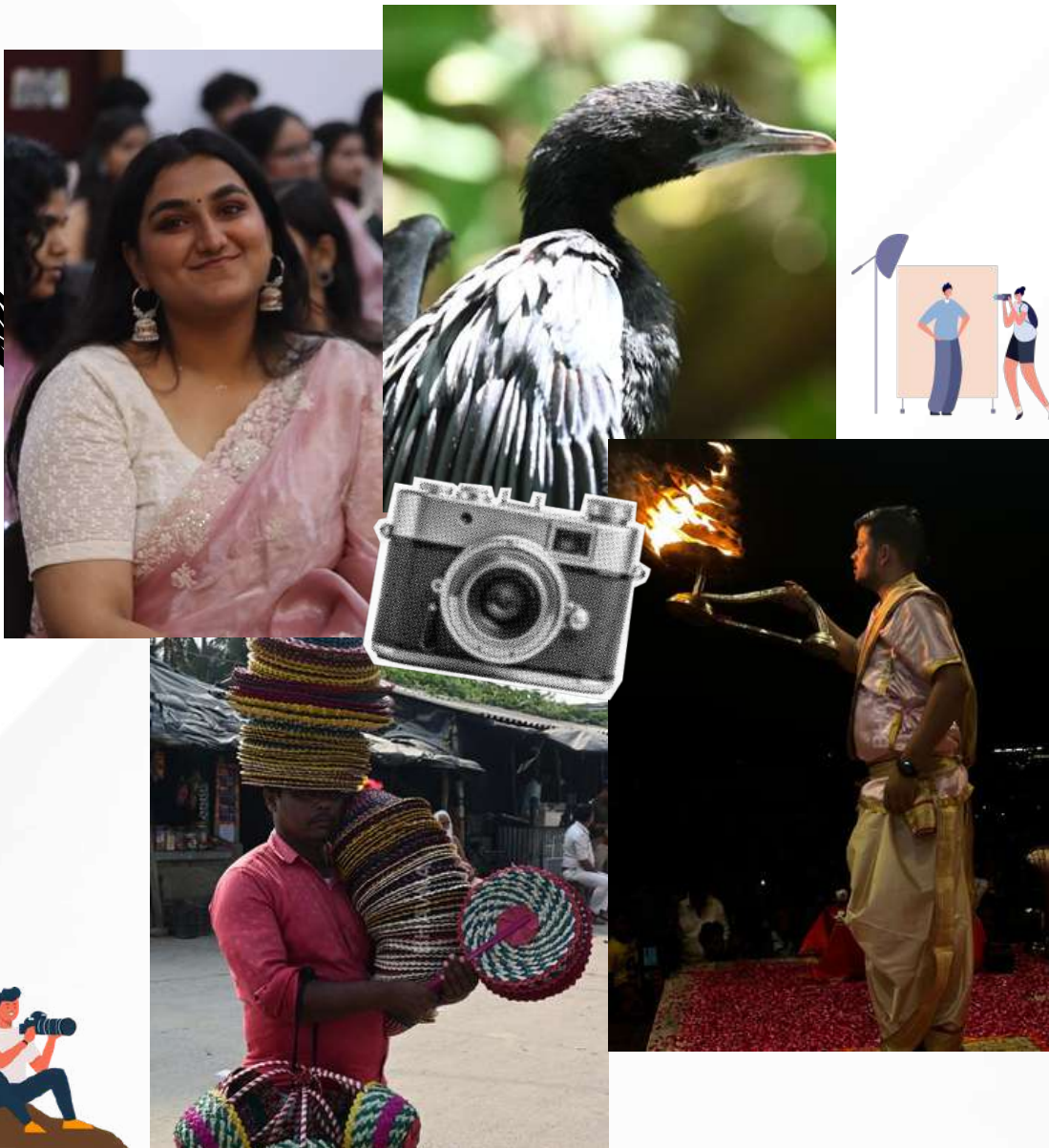
Each candle is hand-poured with care, made from organic ingredients, and crafted to bring comfort, healing, and beauty into every space. Devishi's passion was turned into a business - De Essence that truly reflects her soul — a light made with love for others to feel at home.

HANDMADE
CANDLES



Bhavna Sethi

Bhavna Sethi's photography is a reflection of her passion for capturing life as it unfolds — real, raw, and beautiful. Through her lens, every frame tells a story, filled with emotion and authenticity. She finds beauty in the smallest details, turning simple moments into timeless memories. Her love for portraits and candid shots shines through her work, blending creativity with a deep sense of connection. Bhavna's dedication to her craft transforms ordinary scenes into art that speaks to the heart and soul.



Saisimika S

Saisimika S from MBA – A (Gen) has a deep passion for dance, which has always been a significant part of her life. Dancing makes her feel alive and confident, allowing her to express herself freely and spread joy. Through every performance, she channels her energy and emotions, finding happiness in the rhythm and movement that define her love for dance.



Tulika Bharadwaj

Tulika's Rangoli art is a vibrant expression of joy, creativity, and peace. Each design she creates is filled with colors that reflect happiness and positivity. For her, making Rangoli is not just an art form but a soothing and therapeutic experience. She finds comfort in the patterns and the harmony of colors blending together. Through her beautiful creations, Tulika celebrates tradition while expressing her unique artistic spirit.



Khushi Jain

Khushi is passionate about dance and has been actively involved in it since a young age.

During her college years, she was a senior member of the dance society, leading performances and mentoring juniors. She has also won several dance competitions, showcasing her dedication and love for the art.



LET'S
Dance



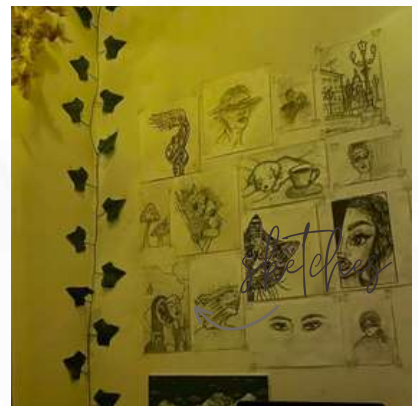
Suvadrita Biswas

Suvadrita Biswas has been passionate about art since the age of four, when she first began painting. Over the years, she has honed her artistic skills, earning several regional art awards and completing a Junior Diploma in Fine Arts. For Suvadrita, art is not just a hobby but a powerful form of emotional and creative expression that allows her imagination to come alive on canvas

Rainy day aesthetics



Waterfall



stillness in the woods



Small color palette

Adukiye Raj

Adukiye Raj's journey is a harmony of rhythm and precision, blending his love for guitar and cricket into a celebration of passion and skill. With the guitar in his hands, he brings melodies to life—each note echoing emotion and creativity. On the cricket field, his focus and determination turn every match into a display of strategy and grace. Whether strumming soulful tunes or chasing runs under the sun, Adukiye captures the essence of dedication and joy, turning every moment into an expression of art and energy that inspires those around him





Aditya Sarkar

MBA (DIGITAL MARKETING)
BATCH 2024-26



Gouri Chanana

MBA (DIGITAL MARKETING)
BATCH 2024-26



Vandita Yashi

MBA (GENERAL)
BATCH- 2024-26



Dhun Mittal

MBA (MARKETING & SALES)
BATCH- 2024-26



Karthik Pillai

MBA (GENERAL)
BATCH 2025-27



Preeti

MBA (MARKETING & SALES)
BATCH- 2025-27

STUDENT EDITORIAL TEAM

AMITY
UNIVERSITY



COMMUNIQUE

Amity Business School, E-Newsletter